

fashion calendar

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10/17/57

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TRAFALGAR 9-2343

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17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

january—1958						
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 4, 1957</u>			
Friday Oct. 4 11:00 A.M.	PRESS PREVIEW OF RESORT-SPRING COLLECTION Trade showings Oct. 9, 15 and 23 at 11:00 A.M. By invitation and reservation. Contact: Molly Porter, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday Oct. 4 12:30 P.M. Luncheon	PRESS PREVIEW: RESORT AND SPRING COLLECTION "Young Viewpoint Fashions"---showing of fashions for the woman over 21. By invitation. Contact: Arleen Fischer, CH. 4-4131.	GINSBURG & ABELSON	1400 BROADWAY SHOWROOM - 27TH FLOOR
Oct. 5	YOM KIPPUR -- Jewish Day of Atonement (Saturday).		

WEEK BEGINNING MONDAY, OCTOBER 7, 1957

Monday Oct. 7- Oct. 11 8:45 A.M. Breakfast	PREVIEW: RESORT AND SPRING SHOE FASHIONS Showings at informal breakfast of advance Resort and Spring 1958 shoe collection for retail buyers, fashion coordinators and hosiery stylists. By invitation. Contact: Carolyn Saks, LO. 4-3350.	MADemoiselle SHOES	350 FIFTH AVENUE SHOWROOM-SUITE 7419
Monday Oct. 7 12:30 P.M. Luncheon	FALL FASHION SHOW AT BENEFIT LUNCHEON For benefit of Women of St. Thomas Church for Episcopal Services of N.Y. and La Maison Francaise of N.Y. University. Jewels by Van Cleef & Arpels. Price: \$15.00. Contact: Mrs. Henry Page, CL. 7-0997.	CHRISTIAN DIOR- NEW YORK, INC.	WALDORF-ASTORIA BALLROOM
Monday Oct. 7 2:00 P.M.	OPENING: SPRING AND RESORT COLLECTION Showing of Spring and Resort cocktail fashions. Thereafter, daily at 2:00 P.M. Contact: LO. 4-3600. Publ: Vera Bacal-Fredy Schey, PL. 3-8421.	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Oct. 7 2:30 P.M.	PRESS PREVIEW: RESORT AND SPRING FASHIONS Preview of Claire McCardell's Resort and Spring collection. By invitation. Trade showings at 2:30 P.M. daily. Contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS, INC.)	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday Oct. 7 4:00 P.M.- 7:00 P.M. Cocktails	SPRING COLLECTION BY LUIS ESTEVEZ Preview of Resort and Spring fashions, designed by Luis Estevez. By invitation. Trade thereafter at 12:00 Noon in showroom. Contact: Elizabeth Harris, LO. 4-5820.	GRENNELLE-ESTEVEZ, LTD. (550 SEVENTH AVENUE)	WALDORF-ASTORIA JADE SUITE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 7 6:30 P.M. 8:30 P.M.	WEEKLY FASHION TRAINING COURSE Subject: "Fashion in TV & Display"; speakers: Catherine D'Alessio, Norman, Craig & Kummel; Tom Lee, Tom Lee Ltd. Price: \$16.00 for course; \$2.00 each session. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	SHERATON-McALPIN BALLROOM

SPRING-RESORT OPENINGS; MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

<u>TUESDAY, OCT. 8</u>			
A. Goodman & Co., Inc.	10:30 A.M.	530 7th (17 Fl), WI.	7-4077
Larry Aldrich Co., Inc.	2:30 P.M.	530 7th (12 Fl), CH.	4-1872
Harmay.	4:00 P.M.	498 7th (22 Fl), PE.	6-5547
Ben Barrack, Inc.	Continuous daily	498 7th (7 Fl), LO.	4-3923
<u>WEDNESDAY, OCT. 9</u>			
Hannah Troy, Inc.	1:00 P.M.	530 7th (2 Fl), LO.	3-0988
Junior Sophisticates	1:00 P.M.	498 7th (4 Fl), LO.	4-0462
Grobe	Continuous daily	498 7th (16 Fl), BR.	9-8394
<u>THURSDAY, OCT. 10</u>			
Jobere, Inc.	11:45 A.M.	530 7th (20 Fl), PE.	6-1938
William Fox, Inc.	1:00 P.M.	530 7th (21 Fl), OX.	5-4070
Grabois	1:15 P.M.	498 7th (5 Fl), CH.	4-2767
David Levine Co.	2:30 P.M.	530 7th (21 Fl), LA.	4-0237
Samuel Winston, Inc.	4:00 P.M.	530 7th (11 Fl), CH.	4-2617
<u>MONDAY, OCT. 14</u>			
Rosalie Macrini	4:00 P.M.	550 7th (11 Fl), CH.	4-2655
<u>TUESDAY, OCT. 15</u>			
Ben Reig, Inc.	10:00 A.M.	498 7th (23 Fl), CH.	4-1542
Branell	2:30 P.M.	530 7th (27 Fl), PE.	6-6983
<u>WEDNESDAY, OCT. 16</u>			
Rudolf Gowns.	10:30 A.M.	530 7th (12 Fl), WI.	7-6865

Tuesday Oct. 8 9:30 A.M.	OPENING OF HOLIDAY AND CRUISE COLLECTION Collection designed by Helena Barbieri, with showings thereafter on Tuesdays, Wednesdays and Thursdays at 9:30 A.M. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Oct. 8 10:00 A.M. Breakfast	PREVIEW: INFANTS' & CHILDREN'S COLLECTION Showing of infants' and children's Boutique collection of imports and accessories. By invitation. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	2ND FLOOR CHILDREN'S DEPT.
Tuesday Oct. 8 12:30 P.M. Luncheon	PREVIEW: RESORT AND EARLY SPRING FASHIONS By invitation. Showings thereafter on Tuesdays, Wednesdays and Thursdays. Contact: LO. 3-0988. Publ: Vera Bacal-Fredy Schey, 419 E. 57, PL. 3-8421.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Oct. 8 1:15 P.M.	OPENING OF RESORT & SPRING COLLECTION Showings on Oct. 8, 9, 10, 15, 16, 17 at 1:15 P.M. By invitation. Contact: LO. 5-6453. Publicity: Alfred Davidson Assoc., 38 E. 57 St., PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday Oct. 8 1:15 P.M.	OPENING OF RESORT & SPRING COLLECTION McMullen's dresses, blouses, playclothes and separates, Oct. 8, 9 and 10 at 1:15 P.M. Contact: Esther Reifer, OX. 5-4270.	McMULLEN	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 8 2:30 P.M.	RESORT AND SPRING DRESS COLLECTION Daily showings at 2:30 P.M. By appointment. Contact: CH. 4-0619. Publicity: Helen O. Borger, 667 Madison Avenue, TE. 8-0937.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Oct. 8 3:00 P.M.	SWIMWEAR FASHION SHOWING AT COCKTAILS Preview of the Rose Marie Reid 1958 swimsuit collection to press and buyers. By invitation. Publ.: Virginia Dickson at Rose Marie Reid, PE. 6-6275.	ROSE MARIE REID, INC. (1407 BROADWAY)	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Oct. 8 4:00 P.M.	PREVIEW: CRUISE, RESORT AND SPRING FASHIONS Harmay will present their collection of dresses, costumes and suits. By invitation. Daily thereafter at 4:00 P.M. Contact: PE. 6-5547. Publicity: Pauline Greene, at Charles J. Charney, 101 W. 55th St., PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 8 4:30 P.M.	PREVIEW OF HOLIDAY & SPRING COORDINATES By invitation. Publicity: Peggy Cantor, CH. 4-3789.	BELICIANO, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Tuesday Oct. 8 5:00 P.M. Cocktails	PREVIEW OF RESORT & SPRING COLLECTION Press preview of Ceil Chapman's Resort and Spring fashions. By invitation. Thereafter at 2:30 P.M. Contact: LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Oct. 8	OPENING: RESORT AND EARLY SPRING FASHIONS Collection designed by Walter Gerson. Continuous trade showings. Contact: CH. 4-2270. Publ.: Vera Bacal-Fredy Schey, 419 E. 57th St., PL. 3-8421.	MURRAY ZENKEL, INC.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Tuesday Oct. 8	HOLIDAY, RESORT, ADVANCE SPRING COLLECTION Showing of Ted Shore's cocktail and formal dresses. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Wednesday Oct. 9 10:30 A.M.	OPENING OF SPRING & RESORT COLLECTION Late day and evening fashions for Holiday, Resort and Spring, with showings at 10:30 A.M. Oct. 9, 10, 15 through 18. Contact: PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Wednesday Oct. 9 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Fall and Winter fur fashions by Gunther Jaeckel will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Mrs. Pleasants Pennington, PL. 5-7000.	GUNTHER-JAECKEL	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Oct. 9 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Else Fritz will present her Fall fashions. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Else Fritz contact: EL. 5-9371. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PK. SO.)	HOTEL PIERRE COTILLION ROOM
Beginning Wednesday Oct. 9 1:00 P.M.	OPENING OF CRUISE & SPRING FASHIONS Showing of daytime and evening collection. Thereafter at 1:00 P.M. Contact: John Brunelle, BR. 9-5644.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Wednesday Oct. 9 1:00 P.M.	RESORT & SPRING DRESS COLLECTION Junior Sophisticates will present their Resort and Spring collection at 1:00 P.M. daily. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Oct. 9 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT & HOLIDAY COLLECTION Women's and girls' Resort and Spring fashions. Showing at 4:30 P.M. By invitation. Contact: Barbara McGinniss, BR. 9-1974.	WHITE STAG (1407 BROADWAY)	HOTEL AMBASSADOR TRIANON ROOM
Wednesday Oct. 9 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF RESORT FASHIONS IN WOOL "Palm Paradise Plantation"---fashion show featuring wool Resort fashions by leading American designers. Three showings. By invitation. Publicity: Toni Robin at The Wool Bureau, 16 W. 46th St., PL. 7-5092.	THE WOOL BUREAU; & HOLIDAY MAGAZINE	CHERRY LANE THEATRE 38 COMMERCE (7TH AVE.)
Thursday Oct. 10 11:30 A.M. Luncheon	OPENING: COUTURE RESORT FASHIONS Showing of daytime, cocktail and evening fashions. By invitation. Daily thereafter at 11:30, by appointment. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Oct. 10 12:30 P.M. Luncheon	FALL AND WINTER FURS AT LUNCHEON SHOW David's collection of Fall and Winter fur fashions, designed by Capucci of Rome. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 9-3000. Fashion Director: Mary Alice Rice, CI. 6-1790. Publicity: Rosemary Sheehan, 27 East 37th St., MU. 5-1280.	CAPUCCI OF ROME FOR DAVID (50 W. 57)	HOTEL PLAZA PERSIAN ROOM
Beginning Thursday Oct. 10 1:00 P.M.	OPENING: RESORT AND SPRING DRESS COLLECTION Showings of William Fox dress collection, Oct. 10, 15, 16 and 17 at 1:00 P.M. Contact: OX. 5-4070.	WILLIAM FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Thursday Oct. 10 4:00 P.M.	OPENING: RESORT & SPRING COLLECTION Daily at 4:00 P.M. by reservation. Contact: CH. 4-2617. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Oct. 10 4:30 P.M.	PRESS PREVIEW: HOLIDAY, RESORT, SPRING FASHIONS Donald Brooks will present his new fashions in misses sizes to the press. (Note Change of Place). Trade preview Fri., Oct. 11, at 4:30 P.M. By invitation. Thereafter by appointment. Contact: LO. 4-1320. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	HEDGES, LTD. (36 WEST 38TH ST.)	TEMP. HDQ. (LORD'S) 498 SEVENTH - 14TH FL.
Oct. 12	COLUMBUS DAY (Saturday).		
Oct. 12- Oct. 19	KNIT-IT-YOURSELF WEEK. Publicity: Ann R. Silver Assoc., 551 Fifth Ave., MU. 7-8654.		
Monday Oct. 14 9:30 A.M. Breakfast	PRESS PREVIEW: RESORT & SPRING DRESS COLLECTION By invitation. Daily thereafter at 2:30 P.M. Contact: FE. 6-6983. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 14 10:30 A.M.	OPENING OF SPRING COLLECTIONS Leonard Arkin's Spring collection at 10:30 A.M.; Andrew Arkin's at 11:30. Daily thereafter at same hours. Contact: Lois Lapper, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Oct. 14 1:00 P.M.	OPENING: SPRING DRESS COLLECTION Spring fashions designed by Wilson Folmar. Daily thereafter, by appointment. Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Postponed Oct. 14	THE ITALIAN SILK ASSOCIATION SHOWING OF RESORT AND CRUISE FASHIONS ON THE S.S. NASSAU, ORIGINALLY SCHEDULED FOR 4:30 P.M., HAS BEEN POSTPONED.		
Beginning Monday Oct. 14	OPENING OF SPRING DRESS COLLECTION Daily by appointment. Contact: Joni Johnstone, LO. 3-7648.	M. NADLER & CO.	530 SEVENTH AVENUE PENTHOUSE
Beginning Monday Oct. 14- Oct. 18	PREVIEW OF FASHIONS IN NEW FABRICS "Third Annual Cherry Blossom Festival"--showing of A.P. Silk's new fabrics in fashions by leading American designers. For press, Oct. 14. Contact: Countess Dolfen, LO. 4-3335. Publicity: Ken Williams, JU. 6-8217.	A.P. SILK CO., INC.	1412 BROADWAY SHOWROOM - 15TH FLOOR
Monday Oct. 14- Oct. 19	THE NEW YORK ANTIQUES FAIR Hours: 1:00-11:00. Saturday, 1:00-6:00. Admission: \$1.50 (opening day, \$2.00). Contact: TE. 8-6830. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
Beginning Monday Oct. 14- Oct. 25	OPEN HOUSE: ITALIAN BOUTIQUE COLLECTION Fontana will present her Boutique Resort and Spring Italian fashions. By invitation. Contact: PL. 9-3000, Suite 336. Publicity: Rosemary Sheehan, 27 E. 37th Street, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA SUITE 336
Tuesday Oct. 15 9:00 A.M. Breakfast	PREVIEW OF RESORT AND SPRING FASHIONS Preview of casual dresses and ensembles designed by Liz Claiborne. By invitation. Contact: LO. 5-2275. Publ: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC. (498 SEVENTH AVENUE)	HOTEL STATLER SKYTOP
Tuesday Oct. 15 10:30 A.M.	PRESS PREVIEW: SPRING COUTURE COLLECTION Showing for press, Oct. 15. <u>Trade showings Oct. 16-18; thereafter</u> <u>Tuesdays and Thursdays at 10:30 A.M.</u> By invitation. Contact: Estelle Marr, LA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 15 10:30 A.M.	SPRING AND RESORT DRESS COLLECTION Dresses and ensembles designed by Violet Feigen, with showings at 10:30 and 3:30 daily. Contact: Demi Daniels, LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Oct. 15 10:30 A.M.	OPENING OF RESORT & SPRING COLLECTION Daily thereafter at 10:30. Contact: CH. 4-2659. Publicity: Vera Bacal- Fredy Schey, 419 E. 57th St., PL. 3-8421.	ELFREDA-VISIONI, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 15 11:30 A.M.	OPENING: RESORT AND SPRING COLLECTION Abe Schrader will present his dress collection to press and buyers. Daily thereafter at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 15 12:00 Noon	PRESS PREVIEW: "MISS BERGDORF" COLLECTION Showing of after-five fashions, including a group designed by Florence Pritchett. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Tuesday Oct. 15 1:00 P.M.	OPENING OF RESORT & SPRING COLLECTION Showing of junior and misses dresses; daily thereafter at 1:00 P.M. Contact: Lester Leonard, BR. 9-9570.	MERVIN ROSS, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 15 1:15 P.M.	OPENING OF SPRING COLLECTION Sylvia Kaplan will present daytime and late-day dresses, suits and ensembles. By reservation. <u>Daily thereafter at 1:15 P.M.</u> Contact: Genevieve Cawley, LO. 5-4115. Publicity: Rose Hilton, MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Oct. 15 3:30 P.M. Cocktails	PREVIEW OF 1958 SWIMSUIT FASHIONS Showing of Sea B's swimsuit collection for press and buyers. By invitation. Publicity: Joan Fuller at Charles J. Charney, Inc., PL. 7-0955.	SEA B's, INC. (1410 BROADWAY)	SAVOY-PLAZA HOTEL SAVOY ROOM
Wednesday Oct. 16 10:00 A.M.	PRESS PREVIEW OF SPRING COLLECTION Christian Dior-New York will preview their Spring collection at 10:00 A.M. to the press. <u>Trade showings at 2:30 P.M., Oct. 17, 18, 22 and 24.</u> By invitation. Contact: Dorothy Smith, PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Oct. 16 10:30 A.M.	PREVIEW: RESORT AND SPRING COLLECTION By invitation. Daily thereafter at 10:30 A.M. By appointment. Contact: Jerome Silverman, LO. 4-0616.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Oct. 16 12:30 P.M. Luncheon	FALL & WINTER FASHIONS AT LUNCHEON Daytime to evening collection, flown especially to N.Y. for this show. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	MINGOLINI-GUGENHEIM OF ROME	HOTEL PIERRE COTILLION ROOM
Thursday Oct. 17 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Fall collection. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Thursday Oct. 17 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Showing of Fall fashions by leading designers. Press by invitation. Public by reservation; contact: PL. 9-3000, Banquet Dept. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MIMI TUTHILL, INC. (27 EAST 61ST ST.)	HOTEL PLAZA TERRACE ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Oct. 18 2:30 P.M.	OPENING: RESORT AND SPRING COLLECTION Showings of Pauline Trigere's Resort and Spring collection at 2:30 P.M. Oct. 18, 22, 23, 24, 29 and 31; at 10:30 A.M. Oct. 25. By appointment. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday Oct. 21 11:30 A.M.	PREVIEW OF SPRING COAT & SUIT FASHIONS George Carmel's Spring coat and suit collection. By invitation. Trade showings thereafter at 10:30 A.M. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday Oct. 21 4:30 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING COLLECTION Scaasi presents "Tradewinds", his after-five collection of Resort and Spring fashions. By invitation. Thereafter by appointment in showroom. Contact: PL. 5-4916. Publ: Maxwell-Gray, 527 Lexington Ave., PL. 3-5556.	SCAASI, INC. (45 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Monday Oct. 21- Oct. 25	SIXTH INTERNATIONAL SILK CONGRESS Official sessions at Waldorf-Astoria, for attending delegates only. <u>Tues., Oct. 22, 10:00 A.M. - Formal opening by Mayor Wagner; 12:30 P.M. luncheon - Ass'n President's reception at Waldorf-Astoria, Starlight Roof. Oct. 22 (Grand Opening), 23, 24, 25 - 5:00 P.M. - 8:00 P.M., Silk Fabric Display, Cocktails, Reception, Fashion Show at Hotel Ambassador (no fashion show Oct. 24). Oct. 23, 7:30 P.M., delegates' dinner at Hotel Plaza. Oct. 24, Tea with Mrs. Robert Wagner at Gracie Mansion for delegates' wives. Oct. 24, 7:00 P.M., International Festival of Silk Films at Metropolitan Museum of Art. Oct. 25, 11:30 A.M., Tour, Reception and Luncheon at U.N. for dele- gates' wives. Oct. 25, 7:00 P.M., Banquet and Grand Silk Ball at Waldorf- Astoria. Oct. 23--"Salute to the Seasons". All events by invitation only. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.</u>	INTERNATIONAL SILK ASS'N, U.S.A.	NEW YORK CITY
Tuesday Oct. 22 11:00 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS <u>Thereafter, Oct. 23-30 and Nov. 5 at 10:00.</u> Publ: Sally McDonald, LO. 4-3246.	FOX COAT & SUIT CO. (SEYMOUR FOX)	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 22 12:30 P.M. Luncheon	PREVIEW: YOUNG FASHIONS IN PERSIAN LAMB Press preview of young fashions in Southwest African Persian Lamb, created by America's leading fur manufacturers. Publicity: Margaret Collyer at Alan W. Bell Co., 437 Fifth Avenue, MU. 4-4705.	S.W. AFRICAN PERSIAN LAMB ADVISORY BOARD	HOTEL AMBASSADOR CRYSTAL ROOM
Tuesday Oct. 22 2:30 P.M.	OPENING: RESORT AND SPRING COLLECTION Showings thereafter at 2:30 P.M., Oct. 23, 24, 29 thru 31. By appointment. Contact: LA. 4-6968. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Tuesday Oct. 22	OPENING OF SPRING GOAT COLLECTION By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday Oct. 23 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION <u>Daily thereafter at 10:30 A.M.</u> By reservation. Contact: Mrs. Lee Jablow, LA. 4-3404. Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 23 12:30 P.M. Luncheon	SILK FASHION SHOW DURING LUNCHEON "World of Silk"--leading American designers' fashions, available at Bergdorf Goodman. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Publicity: Eleanor Lambert, MU. 8-2130. Pierre Fashion Coordinator: Nola Luxford, TE. 8-8000.	INTERNATIONAL SILK ASS'N, U.S.A.	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 23 4:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Press show by invitation. For resident buyers, Tues., Oct. 22 at 12:00 Noon. Trade, Thurs., Oct. 24 at 12:00 Noon, thereafter Tues., Wed. and Thurs. at 12:00 Noon. Contact: Terry Parker, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Oct. 24 12:30 P.M. Luncheon	INTERNATIONAL FASHION SHOW Resort and Spring cotton fashions by leading designers. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aberfoyle contact: Florence S. Lippincott, BR. 9-5950.	ABERFOYLE MFG. CO. (1430 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Thursday Oct. 24 12:30 P.M. Luncheon	FALL AND WINTER FUR FASHION SHOW Stein & Blaine's collection of original and ready-to-wear Fall and Winter fur fashions. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 9-3000. Fashion Director & Producer: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE (13 W. 57TH ST.)	HOTEL PLAZA PERSIAN ROOM
Thursday Oct. 24 4:30 P.M. Cocktails	PRESS PREVIEW OF LEATHER COATS Gean-Edwards will preview their collection of Resort, Cruise and Spring leather coat fashions. By invitation. Contact: Miss Frances or Miss Pauline, LO. 3-0970.	GEAN-EDWARDS MFG. CO. (MILWAUKEE, WISC.)	HOTEL PIERRE ROOF GARDEN
Monday Oct. 28 8:00 P.M.	OPENING NIGHT OF OPERA SEASON Opening of the 1957-58 Metropolitan Opera's 73rd season, featuring George London, Lucine Amara, Richard Tucker, Giorgio Tozzi and Rosalind Elias in Tchaikovsky's "Eugene Onegin". Publicity: Frances Robinson, PE. 6-1200.	METROPOLITAN OPERA	MET. OPERA HOUSE BROADWAY & 39TH ST.
Tuesday Oct. 29 4:00 P.M.- 6:00 P.M.	SWISS FABRIC FASHION SHOW Spring and Summer fashions from Swiss Cotton fabrics and embroideries. Sponsored by Cotton Textile Industry of Switzerland, in collaboration with leading U.S.A. designers. Admission by invitation and ticket only to retail trade and press. Contact: M. Stanley Brown, OX. 7-0020.	SWISS FABRIC GROUP (110 EAST 42ND ST.)	HOTEL AMBASSADOR BALLROOM
Wednesday Oct. 30 12:30 P.M. Luncheon	LEATHER FASHIONS BY BONNIE CASHIN Luncheon showing of leather fashions and accessories designed by Bonnie Cashin for Philip Sills, available at Lord & Taylor. Publicity: Donna Cannon, MU. 7-5447. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	PHILIP SILLS	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 30 3:30 P.M.	OPENING OF SPRING COAT COLLECTION Continuous daily thereafter. Contact: Tillie Smith, LO. 4-7832.	SPORTLEIGH HALL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 31 11:00 A.M.	PREVIEW OF SPRING COAT & SUIT COLLECTION Preview of Frank Gallant's coats and suits to press and buyers. By invitation. <u>Trade showings from Tues., Nov. 5 at 11:00 A.M. daily except Friday.</u> Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday Oct. 31 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Oleg Cassini's Fall collection available at leading stores. Oleg Cassini Publicity: Alfred Davidson Assoc., PL. 5-0868. Produced by Mary Alice Rice, CI. 6-1790.	OLEG CASSINI (498 SEVENTH AVE.)	HOTEL PLAZA TERRACE ROOM
Sunday Nov. 3- Nov. 7	BOYS' INDUSTRY MARKET WEEK Spring and Summer market week of the boys' industry, sponsored by the Boys' Apparel and Accessories Mfrs. Ass'n, in cooperation with Boys' Apparel Buyers' Ass'n. <u>On Wed., Nov. 6th at 8:30 A.M., B.A.B.A. will have a special breakfast for buyers.</u> Contact: Shirley Trosk, PE. 6-6244.	B.A.M.A. & B.A.B.A.	NEW YORKER HOTEL 5TH TO 10TH FLOORS
Monday Nov. 4- Nov. 10	34TH WOMEN'S ANNUAL INT'L EXPOSITION "With Accent on Youth"--press preview, 9:00 A.M.-12:00 Noon, Monday, Nov. 5th. The 34th Women's Annual International Exposition, with display of fine arts, handicrafts and special feature "Rug-O-Rama", a display of 450 hand-made rugs. "Salute to Youth" sponsored by P.A.L. Wed., Nov. 6, at 7:30 P.M. Hours: 12:00 Noon - 11:00 P.M. Admission: 95¢, adults; 35¢, children. Contact: Doris Vinton at the Exposition Office, 250 West 57th Street, JU. 2-1810.	THE WOMEN'S NATIONAL INSTITUTE, INC.	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
Sunday Nov. 3- Nov. 10	NATIONAL PRESS WEEK IN LOS ANGELES By invitation only. Contact: California Fashion Creators, 740 South Broadway, Los Angeles.	CALIFORNIA FASHION CREATORS	LOS ANGELES, CALIFORNIA
Wednesday Nov. 6 12:30 P.M. Luncheon	SAIUTE TO ANNAPOLIS AT LUNCHEON SHOW Honoring the Navy-Marine Corps Memorial Stadium fund drive, fashions with a nautical flair will be shown. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Navy-Marine contact: PL. 1-0315. Fashion contact: Ken Williams, JU. 6-8217. Pierre Fashion Director, Nola Luxford, TE. 8-8000.	LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
Tuesday Nov. 12 12:00 Noon Luncheon	OPENING: CRUISE & SPRING COLLECTION Lanz will present junior dresses and separates. Showing at 12:30 P.M., Nov. 12-14, and Nov. 18-20. By reservation. Contact: Audrey Waymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Friday Nov. 15 9:00 A.M. & 12:00 Noon	READY-TO-WEAR AT TWO SHOWINGS Co-Chairmen: Margaret deMille and Bettina Ballard. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Nov. 28	THANKSGIVING DAY (Thursday).		

MOVIES...MUSIC...THEATRE

- Monday
Oct. 7 PREMIERE: "THAT NIGHT" (Movie) 55TH ST. PLAYHOUSE, 154 WEST 55TH STREET
A Universal-International production based on an article which appeared
in "Life Magazine", filmed in New York's metropolitan area. Starring John
Beal, Augusta Dabney and Sheppard Strudwick. Producer: Hi Brown.
Director: John Newland. Publicity: Hilda Brennan, PL. 9-8000.
- Wednesday
Oct. 9 OPENING: "THE EGGHEAD" BARRYMORE THEATRE, 243 WEST 47TH STREET
Hope Abelson will present the Molly Kazan comedy starring Karl Malden
and Phyllis Love. Director: Hume Cronyn. Sets: Richard Sylbert.
Costumes: Anna Hill Johnston. Publicity: Harvey Sabinson, CI. 6-0856.
- Thursday
Oct. 10 OPENING: "ROMANOFF & JULIET" PLYMOUTH THEATRE, 236 WEST 45TH STREET
David Merrick will present Peter Ustinov starring in his own play, with
William Greene, Susan Storrs, Alvin Epstein, George Voskovec and Natalie
Shafer. Director: George Kaufman. Sets: Denis Malcles. Publicity:
Sam Friedman, WI. 7-2386.
- Wednesday
Oct. 16 OPENING: "NATURE'S WAY" CORONET THEATRE, 230 WEST 49TH STREET
Herman Wouk's comedy, presented by Alfred de Liagre, starring Orson Bean,
Audrey Christie, Betsy Von Furtzenberg and featuring Robert Emhardt,
Scott McKay and Edmon Ryan. Director: Basil Langton. Sets and Costumes:
Donald Oenslager. Publicity: Ben Washer, JU. 2-3466.
- Thursday
Oct. 17 OPENING: "COPPER AND BRASS" MARTIN BECK THEATRE, 302 W. 45TH STREET
A musical starring Nancy Walker as a police woman, featuring Joan Blondell,
Alan Bunce, Dick Williams and Alice Pearce. Producer: Austin-Noyes.
Music: David Baker. Director: Marc Daniels. Publ.: Barry Hyams, CO. 5-4784.
- Monday
Oct. 21 OPENING: "COMPULSION" AMBASSADOR THEATRE, 215 WEST 49TH STREET
Michael Myerberg will present the Meyer Levin adaptation of his novel,
starring Frank Conroy, Roddy McDowell, Dean Stockwell and Howard DaSilva,
featuring a company of 60 and 42 scenes. Director: Alex Segal. Sets:
Peter Larkin. Publicity: Sam Friedman, WI. 7-2386.
- Wednesday
Oct. 23 OPENING: "FAIR GAME" LONGACRE THEATRE, 200 WEST 48TH STREET
Joseph Hyman will present the Sam Locke comedy about a young divorcee,
starring Sam Levene and Robert Webber with Ellen McRay. Director: Paul
Roberts. Sets: Frederick Fox. Costumes: Robert Mackintosh. Publicity:
Nat Dorfman, LO. 3-0858.
- Friday
Oct. 25 PREMIERE: "SLAUGHTER ON TENTH AVENUE" (Movie) ASTOR THEATRE, B'WAY & 45TH
Universal-International movie with Richard Egan, Jan Sterling, Dan Duryea,
Julie Adams, Charles McGraw and Walter Matthau starring in a film of an
expose of the New York waterfront warfare. Producer: Albert Zugsmith.
Director: Arnold Laven. Publicity: Hilda Brennan, PL. 9-8000.
- Thursday
Oct. 31 OPENING: "JAMAICA" IMPERIAL THEATRE, 249 WEST 45TH STREET
Starring Lena Horne and Ricardo Montalban, in a musical which takes place
on Pidgeon Island off the coast of Jamaica. Producer: David Merrick.
Director: Robert Lewis. Sets: Oliver Smith. Music: Harold Arlen. Lyrics:
E.Y. Harburg. Costumes: Miles White. Publicity: Harvey Sabinson,
CO. 6-0856.